



BRAVETRACE STAMP & MARKETING GUIDELINES

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bravetrace.co.nz



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1. INTRODUCTION

The BraveTrace Stamp & Marketing Guidelines are designed for the BraveTrace Network - including Registrants, Participants, and Energy Users - who wish to use the digital BraveTrace Stamp in marketing materials such as websites, social media, blogs, and other online communications.

These guidelines provide an overview of:

- The BraveTrace purpose and Stamp eligibility
- The range of Stamps available for use
- Conditions for Stamp use and removal
- BraveTrace Stamp Design Elements
- BraveTrace NZ-EC Claims Guidance
- BraveTrace A4 printable certificate

For commercial prints or use on products, if eligible, contact us to request a high-resolution BraveTrace Stamp.

If you have any questions regarding the BraveTrace Stamp and Marketing Guidelines, please email:
contact@bravetrace.co.nz

2. BRAVETRACE PURPOSE & STAMP ELIGIBILITY

Our purpose is to accelerate the renewable transition

BraveTrace provides businesses and organisations with the tools and assurance to confidently meet reportable emissions reduction and renewable energy targets. By choosing BraveTrace NZ-ECs (New Zealand Energy Certificates) - the simplest and most efficient way to support our renewable transition - you can proudly display the BraveTrace Stamp on your website, social media, and other digital marketing materials. The BraveTrace Stamp will provide your customers, employees, and stakeholders visible assurance that your renewable claims are independently traceable, reliable and verifiable.

Stamp eligibility & Energy Users

When your business purchases, tracks and redeems NZ-ECs against its electricity consumption through the NZECS registry, you become eligible to display the BraveTrace Stamp on your preferred online communications. We will check your eligibility before providing the digital BraveTrace Stamp, along with our Stamp & Marketing Guidelines. If you stop using NZ-ECs, it is your responsibility to remove the BraveTrace Stamp from all channels to avoid any reputational risks to your brand. See detailed Stamp eligibility for Registrants, Participants, and Energy Users in Section 3 of these Guidelines.

The legacy we leave is a traceable choice

BraveTrace's NZECS (New Zealand Energy Certificate System) is one of the most rigorous energy certificate tracking registries in the world. It meets leading international reporting standards and is globally recognised as the EAC system in common use in New Zealand. We certify that every NZ-EC redeemed against your electricity consumption comes from verified renewable generation, enabling you to credibly report zero-carbon Scope 2 electricity-related emissions and Scope 3 Category 3 Transmission & Distribution losses, backed by a detailed verification report.

3. BRAVETRACE STAMP - GENERAL CONSIDERATIONS

- Use of the BraveTrace digital Stamp is voluntary and included as part of our fees
- Conditions of eligibility, use, and removal are outlined in Section 3 of these Guidelines
- Eligibility is verified before the digital BraveTrace Stamp is provided
- All Stamp users are required to link the Stamp to the BraveTrace website
- Users are responsible for removing the BraveTrace Stamp from all marketing materials if they cease using NZ-ECs or leave the BraveTrace NZECS registry
- The BraveTrace Stamp & Marketing Guidelines are available on the *Get the Stamp* and the *Resources* webpages
- This document is the BraveTrace Stamp & Marketing Guidelines, Version 1.0, issued in February 2026
- For commercial prints or use on products, if eligible, contact us to request a high-resolution BraveTrace Stamp

3.1 THREE STAMPS TO COVER THE NZ-EC LIFE CYCLE





3.2 STAMP USAGE FOR REGISTRANTS

Eligibility to Use the “We Generate” BraveTrace Stamp

To be eligible to use the “We Generate” BraveTrace Stamp, *you must be a BraveTrace-registered Registrant and must have previously issued BraveTrace NZ-ECs from a BraveTrace-registered Production Device* (see current list on the BraveTrace website). Registrants can use the “We Generate” BraveTrace Stamp for their corporate communication and for each Production Device they have registered on the NZECS. Eligibility is verified by BraveTrace before the Stamp is provided. Use of the BraveTrace digital Stamp is voluntary and included as part of the BraveTrace fees.

Using the “We Generate” BraveTrace Stamp

Once eligibility is approved, you’ll have access to the digital “We Generate” BraveTrace Stamp for Registrants. You can use the Stamp across all your digital marketing and communications, provided it’s used correctly and responsibly as set out in these Guidelines. The Stamp must not be altered, recoloured, or modified unless BraveTrace has approved it in writing. Always link the Stamp to the BraveTrace website. Update the ‘alt text’ for images where possible to align with SEO best practices. For commercial print materials, contact BraveTrace to request a high-resolution format.

Removal of the “We Generate” BraveTrace Stamp

If you have no intention of issuing NZ-ECs in the future, or leave the BraveTrace NZECS registry, you must immediately remove the BraveTrace Stamp from all digital and physical materials.

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3.3 STAMP USAGE FOR PARTICIPANTS

Eligibility to Use the “We Source” BraveTrace Stamp

To be eligible to use the “We source” BraveTrace Stamp, *you must be a BraveTrace-registered Participant and must have previously redeemed BraveTrace NZ-ECs issued by a BraveTrace-registered Registrant* (see current list on the BraveTrace website). Eligibility is verified by BraveTrace before the Stamp is provided. Use of the BraveTrace digital Stamp is voluntary and included as part of the BraveTrace fees.

Using the “We Source” BraveTrace Stamp

Once eligibility is approved, you’ll have access to the digital “We source” BraveTrace Stamp for Participants. You can use the Stamp across all your digital marketing and communications, provided it’s used correctly and responsibly as set out in these Guidelines. The Stamp must not be altered, recoloured, or modified unless BraveTrace has approved it in writing. Always link the Stamp to the BraveTrace website. Update the ‘alt text’ for images where possible to align with SEO best practices. For commercial print materials, contact BraveTrace to request a high-resolution format.

Removal of the “We Source” BraveTrace Stamp

If you have no intention of redeeming NZ-ECs in the future, or leave the BraveTrace NZECS registry, you must immediately remove the BraveTrace Stamp from all digital and physical materials.



3.4 STAMP USAGE FOR ENERGY USERS

Eligibility to Use the “We Purchase” BraveTrace Stamp

To be eligible to use the “We Purchase” BraveTrace Stamp, *you must be purchasing, tracking, and redeeming BraveTrace NZ-ECs on the NZECS registry* against your electricity consumption through a BraveTrace-registered Participant (see current list on the BraveTrace website). Eligibility is verified by BraveTrace before the Stamp is provided. Use of the BraveTrace digital Stamp is voluntary and included as part of the BraveTrace fees.

Using the “We Purchase” BraveTrace Stamp

Once eligibility is approved, you’ll have access to the digital “We Purchase” BraveTrace Stamp for Energy Users. You can use the Stamp across all your digital marketing and communications, provided it’s used correctly and responsibly as set out in these Guidelines, and *in compliance with our [published NZ-EC Claims Guidance](#)* (see Section 5 for more details). The Stamp must not be altered, recoloured, or modified unless BraveTrace has approved it in writing. Always link the Stamp to the BraveTrace website. Update the ‘alt text’ for images where possible to align with SEO best practices. For commercial prints or use on products, if eligible, contact us to request a high-resolution BraveTrace Stamp.

Removal of the “We Purchase” BraveTrace Stamp

If you stop purchasing, tracking and redeeming NZ-ECs on the NZECS registry, you must immediately remove the Stamp from all digital and physical materials.

3.5 STAMP USAGE - GENERAL RESPONSIBILITIES

- The Stamp and all associated logos/designs are BraveTrace property and protected under intellectual property laws
- Do not transfer, sublicense, or share the Stamp with third parties without our written approval, unless they are part of your carbon boundaries under financial or operational control.
- The Stamp indicates verified renewable electricity tracking through the BraveTrace system
- Ensure Stamp use is truthful, legally compliant, and does not create misleading or deceptive Claims
- Your organisation is responsible for claims made alongside the Stamp
- BraveTrace is not responsible for any claims arising from improper use of the Stamps
- If you're ever unsure whether a particular use is appropriate, you should check with BraveTrace before publishing
- Always refer the BraveTrace published NZ-EC Claims Guidance (see Section 5 of these Guidelines)
- BraveTrace reserves the right to revoke Stamp use if it determines that the Stamp is being misused

4. DESIGN ELEMENTS

Light Background



Dark Background



COLOUR PALETTE

4. DESIGN ELEMENTS

GROUNDED IN NATURE

A colour palette that reflects the earth. The primary green is the deepest shade of green in the palette, grounding the brand.

The shades of stone and ice counter the grounded feeling of the primary green with a lightness echoing accessibility and ease.

The shades of green allow for gradients to be created, with the most vibrant green taking the brand into a futuristic tone.

BRAVE TRACE GREEN

#0e4c41
R14, G76, B65
C60 M20 Y43 K56

Use in:

- Backgrounds
- Headings & Titles
- Pull out quotes and introductions

STONE

#c9ccb9
R201 G204 B191
C19 M11 Y20 K0

Use in:

- Backgrounds
- Topographic Pattern

ICE

#cedfd7
R206 G223 B215
C17 M5 Y14 K0

Use in:

- Backgrounds
- Topographic Pattern

TREE

#006938
R0 G105 B56
C68 M17 Y68 K32

Use in:

- Sub-titles
- Topographic Pattern

LEAF

#28b573
R40 G181 B115
C72 M0 Y72 K0

Use in:

- Sub-titles
- Topographic Pattern

5. NZ-EC CLAIMS GUIDANCE

The New Zealand Commerce Commission, which enforces the Fair Trading Act 1986 (FTA), has published Environmental Claims Guidelines, often referred to as New Zealand's Green Claims Code:

- The guidelines clearly outline how businesses must:
 - Tell the truth
 - Be specific
 - Be able to substantiate Claims
 - Use plain language, and
 - Avoid exaggerating when it comes to green marketing
- These guidelines are also intended to act as a reference point for businesses before any product or service enters the market.

To make these requirements easier to apply in practice, BraveTrace has developed the NZ-EC Claims Guidance which explains how the New Zealand Green Claims Code applies specifically to New Zealand Energy Certificates (NZ-ECs). The NZ-EC Claims Guidance, Version 1.1, September 2025, is available on our website [here](#).

6. BRAVETRACE A4 PRINTABLE CERTIFICATE FOR ENERGY USERS

Alongside your digital Stamp, you can request through your Participant a BraveTrace A4 printable certificate to frame and proudly display in reception areas, staff rooms, kitchens, and other shared spaces. This certificate is a tangible, trusted symbol of your commitment to credible renewable energy procurement, transparency, and sustainability. Instantly visible to visitors, employees, and stakeholders, it showcases your environmental achievements in a physical space where digital proof may not always be practical. You can also use the BraveTrace A4 certificate in digital communications.





Any questions, please contact

contact@bravetrace.co.nz